

Message Text

UNCLASSIFIED POSS DUPE

PAGE 01 BONN 06745 221312Z

67

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
----- 049172

R 221304Z APR 76
FM AMEMBASSY BONN
TO SECSTATE WASHDC 8274
INFO USDOC WASHDC
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL STUTTGART
AMCONSUL MUNICH

UNCLAS BONN 06745

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJ: FY 76 CCP - THIRD QUARTER PROGRESS REPORT

1. ALL CAMPAIGN ACTIVITIES/OBJECTIVES SUB-
STANTIALLY ON TARGET EXCEPT:
CAMPAIGN 1.2 - COMPUTERS: ONLY TWO BSP'S VS.
GOAL OF 6. RECRUITMENT WILL BE INTENSIFIED IN 4TH
QUARTER.
CAMPAIGN 1.3 - LABORATORY INSTRUMENTS: BECAUSE OF
DIFFICULTIES IN STATESIDE PROCUREMENT, MOST
PARTICIPANTS FOR THE JANUARY "LABORATORY INSTRUMENTS"
SHOW WERE SIGNED UP IN FRANKFURT. THUS,
PRACTICALLY ALL PARTICIPANTS WERE CLASSIFIED AS
OTM/E FIRMS. RESULTS IN THIS CAMPAIGN FOR 3
QUARTERS FELL SIGNIFICANTLY SHORT OF GOALS IN 3
RESPECTS: INCREMENTAL SALES, \$0.1 MILLION (VS. GOAL:
\$2.3 MILLION); AGENCY AGREEMENTS SIGNED, 2 (VS. GOAL:
5); AND VISITORS, 544 (VS. GOAL: 700).
CAMPAIGN 1.4 - CONSUMER GOODS: THE HEAVY DEMAND
BY U.S. CONSUMER GOODS FIRMS AND THEIR AGENTS FOR
BSP SERVICES OF FTC CONTINUED. EIGHT BSP'S (VS. GOAL,
UNCLASSIFIED
UNCLASSIFIED

PAGE 02 BONN 06745 221312Z

2) IN THIS CAMPAIGN PRODUCED TOTAL SALES (FLOOR SALES
PLUS 12-MONTH PROJECTIONS) OF \$8.0 MILLION DURING

FIRST THREE QUARTERS.

CAMPAIGN 2.2 - REVERSE INVESTMENT:

GERMAN INTEREST IN INVESTMENT IN THE USA CONTINUED TO BE KEEN WITH 189 REVERSE INVESTMENT/LICENSING/JOINT VENTURE OPPORTUNITIES (RIO'S) REPORTED (VS. GOAL,30). SEVERAL "SUCCESS STORIES" PROVIDED BY STATE DEVELOPMENT OFFICES WERE PUBLISHED IN USA HANDEL. EMBASSY AND SEVERAL OTHER POSTS PROVIDED ASSISTANCE TO OHIO TRADE AND INVESTMENT MISSION WHICH VISITED GERMANY MARCH 8 - 12 AND TO PREPARATIONS FOR LOUISIANA INVESTMENT MISSION SCHEDULED FOR APRIL 26 - MAY 7.

2. NON-CAMPAIGN GOALS WERE NOT ONLY MET BUT SUBSTANTIALLY EXCEEDED IN SOME AREAS:

A. TOTAL TO'S GENERATED WERE AGAIN DRASTICALLY HIGHER THAN CCP GOALS (1,730 AGAINST 507). WITHIN CAMPAIGNS, 881 TO'S WERE GENERATED AS COMPARED TO 177 PROJECTED. MOST IMPRESSIVE RESULTS WERE 430 TO'S IN THE CONSUMER GOODS SECTOR.

B. 21 SPRECHTAGE WERE HELD DURING THE FIRST THREE QUARTERS. RESULTS ARE REFLECTED IN ACCOMPLISHMENTS DESCRIBED ABOVE, ESPECIALLY WITH RESPECT TO TO'S AND RIO'S.

C. A NON-CAMPAIGN US FAIR PARTICIPATION WAS HELD AT "PRO-IN" IN DUSSELDORF AS AN FTC OFF-SITE SHOW. THIS SMALL FAIR WAS BEING HELD FOR THE FIRST TIME; THE INEVITABLE "STARTUP" COMPLICATIONS AND THE HORIZONTAL NATURE OF THE THEME SEEMED TO ADVERSELY AFFECT ATTENDANCE. THE 27 PARTICIPANTS IN THE US PAVILION REPORTED TOTAL SALES PROJECTIONS OF \$7.7 MILLION, 1202 SALES LEADS, AND 2 AGENCY AGREEMENTS SIGNED.

3. BECAUSE OF THE TIMING OF GERMAN CCAG MEETING IN FRANKFURT MARCH 24 AND 25, ABOVE RESULTS COVER ONLY PERIOD THROUGH MARCH 15 RATHER THAN THROUGH MARCH 31. THIS REPORT WAS PRESENTED VERBALLY AT THE MEETING AND APPROVED WITHOUT DISSENT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BONN 06745 221312Z

4. RESULTS FOR MAJOR INDIVIDUAL TRADE EVENTS IN CAMPAIGNS 1.1, 1.2, AND 1.6 WERE REPORTED IN PREVIOUS QUARTERLY CCP REPORTS (BONN 16868, OCT. 15, 1975, AND BONN 602, JAN. 14, 1976) AND ARE THEREFORE NOT REPORTED HERE.

HILLENBRAND

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BONN06745
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760153-0485
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760435/aaaabdos.tel
Line Count: 111
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 13 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 AUG 2004 by schaeafaj>; APPROVED <11 JAN 2005 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 76 CCP - THIRD QUARTER PROGRESS REPORT
TAGS: BEXP, GE
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006